



## AAA INFORMATION CALENDAR -- NOVEMBER, 1940

## The Farm Program and National Defense

Arms and farms comprise a strong defensive team. Weakness of either can vitally impair national defense. Because our agriculture is sufficiently strong to meet immediate needs, the Nation is able to give full attention to bringing up its armed strength.

Reproductions of five suggested news mats showing the relationship between agricultural and industrial preparedness were recently sent to the States. The legends point out the assurance given the Nation by the Ever-Normal Granary, with its guarantee of adequate food supplies: "The Nation has enough wheat on hand to make 500 loaves of bread for every person"... "In the Nation's Ever-Normal Granary are more than 3 billion bushels of corn, enough to fill a freight train reaching more than half way around the world..."

While assuring the Nation that American agriculture is prepared for emergency, we do not want to arouse a false feeling of security. Our agricultural preparedness work is not complete. The job of keeping American agriculture strong is like maintaining a huge earthen dam whose massive strength is intact only so long as erosive leaks are kept plugged.

In the Nation's preparedness program, for example, we must not forget the defense of the soil whose productivity makes our agricultural strength possible. One writer has said, "Nobody expects as much fuss over a gully as over a gun ... but it is time people began to realize that conservation is a part of preparedness."

In these days of defense activity, we have the opportunity in our informational work to inform newspaper readers and radio listeners that a strong agriculture is backing up our rearming Nation. In addition, it is essential that we point out the importance of keeping agriculture strong and in a position to meet quickly any changes demanded of it. By keeping these factors in mind, we can increase the effectiveness of AAA educational work.

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Tips on Coming Events  
and Developments in AAA

State Handbooks -- All Regions plan to distribute State AAA handbooks during the next two or three months. The East Central Region expects to have its 1941 State bulletins distributed by the end of November. North Central Region has distributed mimeographed State handbooks this month to county and community committeemen, and will distribute printed copies shortly after the first of the year. Northeast Region has already distributed preliminary State leaflets and expects to distribute them in final form in November. Southern Region's State handbooks are now at the printer. Western Region hopes to have its handbooks ready for distribution about the first of December. For some Regions, the handbooks will be illustrated with pictures of typical State conservation practices.

Cotton Referendum -- A well-rounded informational campaign has been outlined in preparation for the cotton marketing quota referendum which will be held December 7 in the 19 cotton-producing states. District, county, and community meetings will be held in cotton areas during November, to explain the purposes of the quota. Two leaflets will be available for general distribution. One is a question-and-answer publication, with a brief introduction explaining the world cotton situation. The other is a one-page dodger explaining the operation of the program: (a) with a marketing quota on the 1941 crop, (b) without a quota. A series of weekly stories is being prepared by the AAA Division of Information, and a number of radio Farm Flashes will be released. Several localized radio programs on the referendum are being given by States.

Tobacco Referendum -- Two referendums on tobacco marketing quotas probably will be held in November. Both Burley and dark tobacco growers have recommended November 23. Due to pending legislation which may affect the referendum, the dark tobacco date may be later. It is planned, however, that both referendums be held prior to the opening of the marketing seasons of Burley and dark tobacco. An extensive pre-referendum campaign of information is planned in both instances. State, district, county and community meetings to discuss the problems confronting the growers will be held, particularly during the two weeks prior to the referendums. Radio will be used, with broadcasts of interviews and speeches interpreting the issues. Newspaper releases, news mats, and magazine articles will have an important role. Basic information materials to be supplied by the Washington office will include two folders on the Burley and dark tobacco situations for issuance to eligible voters; a leaflet in more detail for use by committeemen and other leaders in conducting meetings or answering questions; a comprehensive question and answer leaflet, also for use in meetings and by committeemen. Speaking schedules have not been completed, but several Washington AAA officials are expected to speak during the pre-referendum educational program, including Director W. G. Finn and Assistant Director Charles D. Lewis of East Central







Division, and J. E. Thigpen, Chief, Marketing Quota Section. J. B. Hutson is scheduled to be heard from WIN, Cincinnati, November 22, either in person or from a transcription.

### Miscellaneous Informational Tips

Dramatizing Statistics -- Statistics used alone often have little appeal. When translated into visual figures, they take on new life. Illustrative of this is an article in the Wyoming Stockman-Farmer for September which points out that Wyoming ranchers and farmers have moved enough earth in building pits and reservoirs and spreader dams under the AAA program since 1936 to build a wall nearly three feet thick and nearly 17 feet high around the entire State of Wyoming. The actual figure is 12,474,617 cubic yards of earth moved.

"Testimonials" Are Effective -- Some States add interest to news stories and news letters by putting in quotations from farmers on the actual value to them of such conservation practices as application of lime and phosphate, use of green manure and cover crops, terracing and contour farming. States might find it desirable to keep a file of statements from farmers, indicating how they are using the AAA program to improve their farming. Committeemen and fieldmen can use these statements effectively to illustrate points in their talks.

Conservation Materials Stories -- Most States now have figures showing the amount of conservation materials used during the year. Summary stories can point out the increase in use of materials such as lime and phosphate, and also show how farms benefitted from use of the materials.

"Success" Story -- Arkansas newspapers recently carried a feature story showing the value of the AAA program and the Extension Service's "live-at-home" program to a farmer, Jim Hardin of the Promised Land community. Hardin said that these programs enabled him to conduct his farming operations the past three years without borrowing, something he'd never been able to do before in his 30 years of farming experience. It's difficult to find such interesting stories but they make effective material for releases when you can get them.

Canadian Wheat Problem -- Farmers in wheat growing areas will be interested in news and radio material telling about the Canadian wheat surplus problem, where such releases are feasible. You will be able to point out two major facts: (1) Canadian wheat stocks are largest on record, which means that the Dominion's huge supplies add to the competition in world markets; (2) the Canadian farmer is getting far less benefit from his farm program than the American farmer is getting from the AAA. For reference, see the September 16 issue of Foreign Crops and Markets, the October 7 Department of Agriculture press release "Canada Has Large Wheat Surplus -- Reduction in 1941 Acreage Contemplated," and the October dittoed AAA statement, "A Wheat Farmer . . . in Canada . . . in the U.S.A." (issued for Administrative Use Only)







## November Radio Suggestions

"Arms and Farms" Broadcast -- The relationship between agricultural preparedness and armed preparedness may be shown in a radio program in which a farmer, a businessman and a young man eligible for draft are the participants. It should point out that the Nation's strength, whether in a military way or a business way, has its roots in agriculture. Therefore the success of the Farm Program is vital to the entire Nation. A suggested script might be worked out along these lines: (a) Young man about to enter military training is concerned about good food and plenty of it while in training, and about a job when he returns home; (b) farmer points out the adequate food supplies now on hand, and says that continuance of the Ever-Normal Granary plan guarantees plenty for the future; (c) businessman indicates his understanding that agricultural success enables business to succeed, thereby assuring the young man a job when he returns from training. The program should feature the young man, since the public is interested in hearing from those who may soon be serving in the army -- but it should give the farmer and the businessman opportunity to show world conditions which make military training necessary, and to point out that cooperation between agriculture and business is vital to national defense. The farmer should explain how the AAA Farm Program helps make this cooperation possible. With variations as to speakers and approach, this same general pattern can be followed in more than one broadcast.

On Radio Technique -- On a certain football team, there's a player who can throw the longest, straightest, most beautiful forward pass that you'd hope to see. Trouble is, his passes seldom are completed. He gets in a hurry and cuts loose with the ball without aiming at any particular receiver.

You've seen radio broadcasts like that ... well-written dialogue, good ideas, and so on ... but not aimed at any special objective.

This applies right now to our national defense broadcasts. Farmers participating in the 1941 Farm Program can achieve very definite results essential to our common defense. But we can't prove it just by saying so in a thousand flag-waving words. We have to prove it by pointing out definitely that cooperating farmers can adjust food production in line with the Nation's needs, smoothly and easily, without repercussions to the national economy. We have to show that cooperating farmers help maintain stable business conditions essential to defense. We have to show that farmers, through cooperation, can meet emergencies which they can't meet as individuals.

With these definite objectives in mind, we can aim our "AAA and Defense" broadcasts effectively, and not repeat the error of the football player who passes without taking aim.







## Visual Education for November

Defense Mats -- Five suggested layouts for news mats showing agricultural and industrial preparedness have been sent to State offices and Extension editors. Two of them are intended only to show how States can make up their own localized defense mats; the other three actually are available in mat form from the Division of Information, and can be supplied in 2 or 3 column size. We hope to send out additional defense mat suggestions soon. The idea of showing pictorially a relationship between "Arms" and "Farms" was recently used to good effect in Michigan. Other States can use the idea to similar advantage. The AAA Division of Information photographic files contain a number of pictures of airplanes, guns, troops, etc., which are available to States upon specific request and can be used in preparing localized layouts.

Converting County Exhibit -- The 1940 portable county fair exhibit can be converted into an effective "Arms and Farms" defense exhibit. To do this, one side of the flip-flap mechanism should use an "ARMS" title card and use photographs showing military preparedness. The other should use a "FARMS" title card, and pictures should illustrate agricultural preparedness, particularly Ever-Normal Granary supplies. The sets on either side of the center unit, showing miniature city and farm scenes, can be changed to illustrate military and agricultural themes by using photographic enlargements as backgrounds. Miniature military and farm figures will add to this effect. The revamped portable exhibit should find many uses this winter for window display and general exhibit purposes.

Pictures Tell the Story -- In a recent issue of the Ord Quia newspaper, Ord, Nebraska, four pictures were used to tell an effective story of a farmer and his AAA conservation practices. They show: (1) the farmer and his son, busy with transit, doing their own engineering job in laying out earth-moving work; (2) the farmer at work with a tractor, completing an earthen dam; (3) terrace construction; (4) a stand of grain sorghum, much better quality than it would have been if not planted on the contour. Inserted in the layout was a cross-section drawing of a terrace, showing effectively why this practice conserves moisture. The accompanying story effectively summarized what farmers of the one county in general are doing, then shows what a specific farmer is doing to improve his operations.

Photographs -- Farmer-businessman meetings, committee elections, and tobacco and cotton referendums offer photographic opportunities during November. Farmer-businessman meetings can be given advance publicity through use in local newspapers of pictures of featured speakers. Pictures taken during meetings will help tell the story of the session. Where county committee elections have not been held, pictures of farmers balloting







are valuable for your files -- and most newspapers which use local pictures will appreciate getting a photograph of at least the newly elected chairman. The Division of Information is anxious to get good pictures, both aerial shots and closeups of polloting, taken at tobacco and cotton marketing quota referendums. November offers opportunity for taking pictures showing harmful effect of fall rains on corn land and other intertilled cropland which is not protected by cover crops.

Defense Movie Coming -- A new 16 mm. movie on the Farm Program and national defense is scheduled for release to State offices by late November.

New Film Strips -- An agricultural preparedness film strip, "Assure Us Plenty of Food," showing the nation's food resources and explaining the Ever-Normal Granary guarantee of plenty, will be released early in November. A new film strip, "Wheat for What?", illustrating the surplus wheat problem in Canada, has been released. A revised version of the "Here Abundant Wild Life" film strip will be distributed early in November.

#### Summary of Recent Important Publications

(Considerable informational material pertaining to the AAA Farm Program comes to the desks of State office assistants and extension editors each week. This summary is intended to help point out recent publications of unusual value and suggest their possible use.)

Achieving a Balanced Agriculture -- Revision of April 1940. Twenty-four page printed publication explaining how the national farm program meets the changing problem of "achieving a balanced agriculture." Brings up to date the original pamphlet by same name issued in 1934. Interprets seven years of farm program work. Excellent for background study and for general reference.

The Sugar Beet Program -- August, 1940. Five-page mimeographed publication. Explains results of sugar beet program under the AAA, giving both narrative and tabular data. Useful for reference since it answers many of the commonly-asked questions on the sugar program.

The Pan-American Trade Problem in Brief -- September, 1940. Fifteen mimeographed pages. Brief discussion of the history of Pan-American trade and possibilities of future trade between the Western Hemisphere nations. Important for background information, and as general reference work.







Wheat Farmer in Canada vs. in the U. S. -- October, 1940. Two-page dittoed publication. Compares wheat program of Canada, which has unlimited acreage but restricted sales, with U. S. wheat program of adjusted acreage and unrestricted sales. Example shows typical Canadian farmer who this year averages 32 cents a bushel as contrasted with a U. S. farmer who under AAA, gets 89 cents. Interesting information for any American wheat grower.

Agricultural Conservation Programs Aided at ... -- This flier, first issued some months ago, is being revised and brought up to date. Additional copies will soon be available. Has proved popular in many states for distribution at fairs, farmer-businessman meetings, and among women's groups. Summarizes briefly the aims of the AAA.

Wheat and the AAA -- This new publication, a detailed reference book which summarizes all available background material on the wheat problem and the AAA wheat program, will be ready for distribution about the first of November. The book will be duplicated by ditto or mimeograph, but will not be printed. Limited copies will be distributed.

#### Speeches and Meetings

Northeast Region -- A meeting of district agents in Northeast Region will be held in New York City on December 1 and 2 to consider preparation of forms and plans for field operations during 1941.

A regional conference will be held in New York City on December 4, 5 and 6, with all State committeemen, one county committeeman from each county in the Region, State AAA administrative officers, district agents, and State Extension directors attending. County agents, home demonstration leaders, and representatives of other Regions and related agencies will be invited.

A. W. Manchester, director of the Northeast Region, will speak over the Colonial Network, Boston, on November 8 in the fifth of a series of broadcasts on "Agriculture and Our National Defense."

#### Developments in the Commodity Programs

Corn -- Final date for resealing loan corn is November 15. It is expected that reinspection of corn stored in steel bins will be made in November.

Announcement of the 1940 corn loan and rate probably will be made about November 15. State meetings outlining procedure will be followed by district and county meetings. Loans will probably be available about December 1.

Commercial corn area and county allotments for 1941 will be determined in November.







Cotton -- County offices will be completing farm cotton allotments during November. District, county and community meetings will be held in preparation for the cotton marketing quota referendum on December 7.

Tobacco -- Burley tobacco growers will receive marketing cards for the 1940 marketing season. Marketing quota referendums will be held for growers of burley and dark types of tobacco; the recommended date is November 23. Regional, State, district, county and community meetings will be held preparatory to the referendums.

Wheat -- Parity payments for 1940 will be completed in most States. Work of checking winter wheat seedings will be well along. Wheat loans will continue, and large quantities of wheat will move into farm storage in some States. December 31 is deadline for taking out loans on 1940 wheat.

Sugar Program -- During November, county committees will be completing the checking of performance on the farming practice and labor requirements of the sugar program, as well as of acreage abandonment. They will also be completing the listing sheets so as to be prepared to work on payment applications as soon as the sugar beet marketing reports of the processing companies are received from the State committees. In connection with the check up on labor performance, growers might again be warned that their applications for payment will not be executed if their field laborers have not been paid in full and at rates not less than those established by the Secretary of Agriculture. Growers still hiring harvesting workers might also be reminded that if they wish to receive sugar payments they may not hire, or permit to work, children under the age of 14, and that the working day of children between 14 and 16 is limited to 8 hours.

Other -- Southern Region county offices will be working on allotments such as peanuts and vegetables. Texas and Arkansas will be preparing rice allotments.

Conservation -- Conservation payments will be made in large volume during the months of November and December. In many States, checking of performance will be practically completed in November. A number of conservation practices will be carried out during November. Depending on the area, these will include practices such as application of lime and phosphate, seeding of grasses and legumes, terracing, planting forest trees and late cover crops, building dams and carrying out other water conservation practices.

Grant of Aid Name Changed -- The name of the grant of aid program has been changed to "conservation materials and services program."







Plans for Crop Insurance  
Spring Wheat Campaign

Stories and Articles -- In a few weeks spring wheat States will begin their crop insurance sales campaigns. It is a good idea to begin planning educational work now. News stories and feature articles should be prepared for late fall and early winter release, showing how farmers and communities benefitted from 1940 crop insurance, and other advantages. Local news nets are valuable; if your State office doesn't have an arrangement to get them on contract, FCIC will get them for you.

Radio -- During the peak of the crop insurance campaign, spot radio announcements about a minute in length will be valuable. Longer programs can be produced, also, to show the relationship of crop insurance to improved farm security, national defense, and better income for farmers and businessmen. The programs can point out the uncertainty of trying to guess what crops will be like, and the value of having a definite crop insurance income to fall back on.

Visual -- New pictures should be provided for the crop insurance display panels. You can reset the metal molding which holds the pictures in place, should you wish to use larger pictures or change the arrangement. Crop insurance posters should be posted throughout wheat areas. States which use film strips might consider preparation of a localized film strip showing the value of crop insurance in a particular area.

Other -- Every wheat grower should have a copy of "Questions and Answers on 1941 Federal Crop Insurance." Circular letters should be sent to all wheat growers in your State.

